



Nisnas Industries Homeware, Plant1Up Modular Planter

*From the desk of Yossi Levin, co-founder, [Nisnas Industries](#), design born in Haifa, Israel. Since 2010*

Nisnas Industries has become recognized globally for excellence in homeware, as exemplified by its polymer planter, the [Plant1Up](#). In 2020, it changed the home gardening experience following a breakthrough crowd-funding event. In it, Plant1Up, tripled its goal overnight with thousands of US based early adaptors who purchased multiple units each.

### **Plant1Up is a one-of-a-kind planter ecosystem**

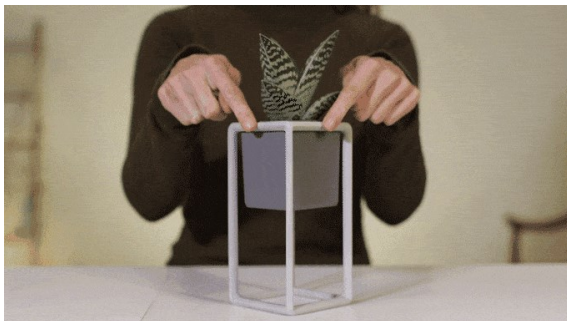
*Modular, Magnetic, Endlessly Scalable*



Inspired by beehive cells, the planter is compact, fits on the palm of your hand and scales up massively with magnetic connectors to create a planter ecosystem that fills a room. Add a module, add a plant, and then connect again on any side with 16 magnets on each cell.

One module or cell is an ingenious tiny platform that scales up. Fits in the palm of your hand consists of a magnetic framework, 1 polymer

planting pot, complete with a built-in drainage platform.



***From one cell, you can grow more and more till you have a forest of magnetic planters.***

Join us:

Plant1Up is now moving into large scale wholesale in the US and globally with more and more retailers coming onboard. The planter is well thought out, expertly produced so that it

offers all actors along the commerce-chain fantastic opportunities for growth and logistics support in place for mass market. As always, Nisnas has well thought-out and generous margins for distribution and retail. It is poised for a national and global positioning in a market starved for stay-at-home activities and indoor gardening.

We will gladly send over a sample for review and look forward to being in contact for a 2022 rollout.

Best wishes,  
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